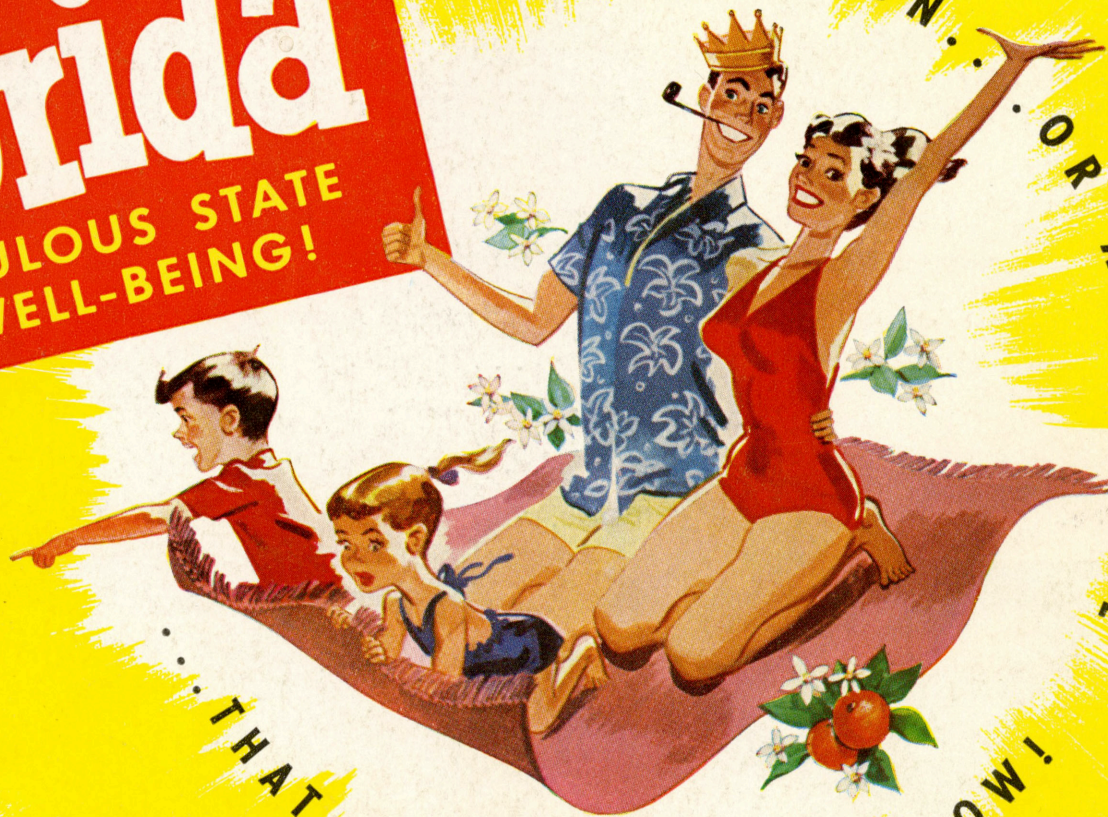


Florida

A FABULOUS STATE
OF WELL-BEING!

FOR A VACATION...

...OR
A LIFETIME



... THAT GOLDEN FLORIDA GLOW!

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[Development Commission, 1955]

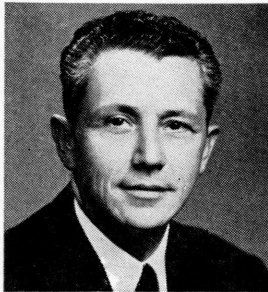
FLORIDA STATE LIBRARY

A Message From the Governor

I am sincerely grateful for your interest in the State of Florida, and I personally extend a warm welcome in behalf of the people of our State.

This booklet illustrates a few of the important points of interest in Florida . . . its fabulous scenic wonders and tourist attractions . . . something of the ease and comfort of Florida living . . . its cultural advantages and historic landmarks.

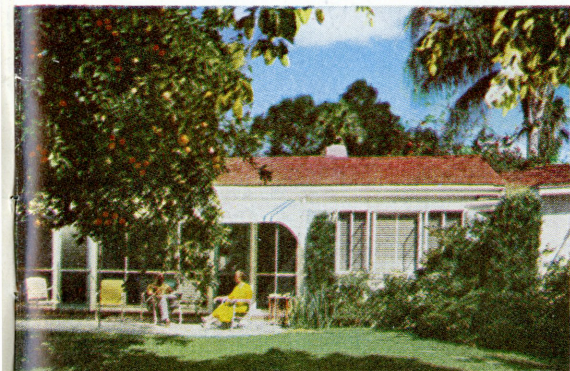
I am confident you will find your visit to Florida a memorable experience. And I strongly urge you to see as much of our State as you can, for you will find a variety of scenery and opportunities for pleasant relaxation in every section. Then, too, you may discover that you will want to join the hundreds of thousands of fine families who decide each year to make their permanent home here in Florida with us.

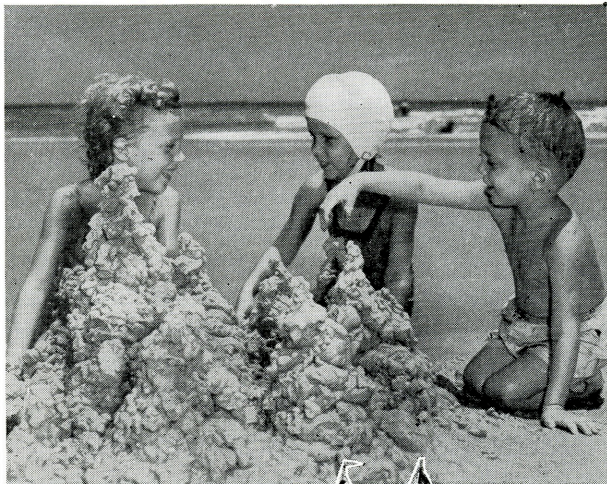


LeRoy Collins
GOVERNOR



More than just a fine place to play and live, Florida is actually a better way of life for thriving, happy American families. Florida's healthful climate permits enjoyment of your favorite diversions and outdoor recreations 365 days a year. Its homes are designed to take full advantage of Florida's sun, sea, and air. And its fine, modern cities — large and small alike — enjoy exceptionally high standards of community living. Whether you plan to come for a visit, or stay for a lifetime, Florida offers to every family and to every generation an extra measure of happy, healthful good living — a sunnier way of life for everyone.

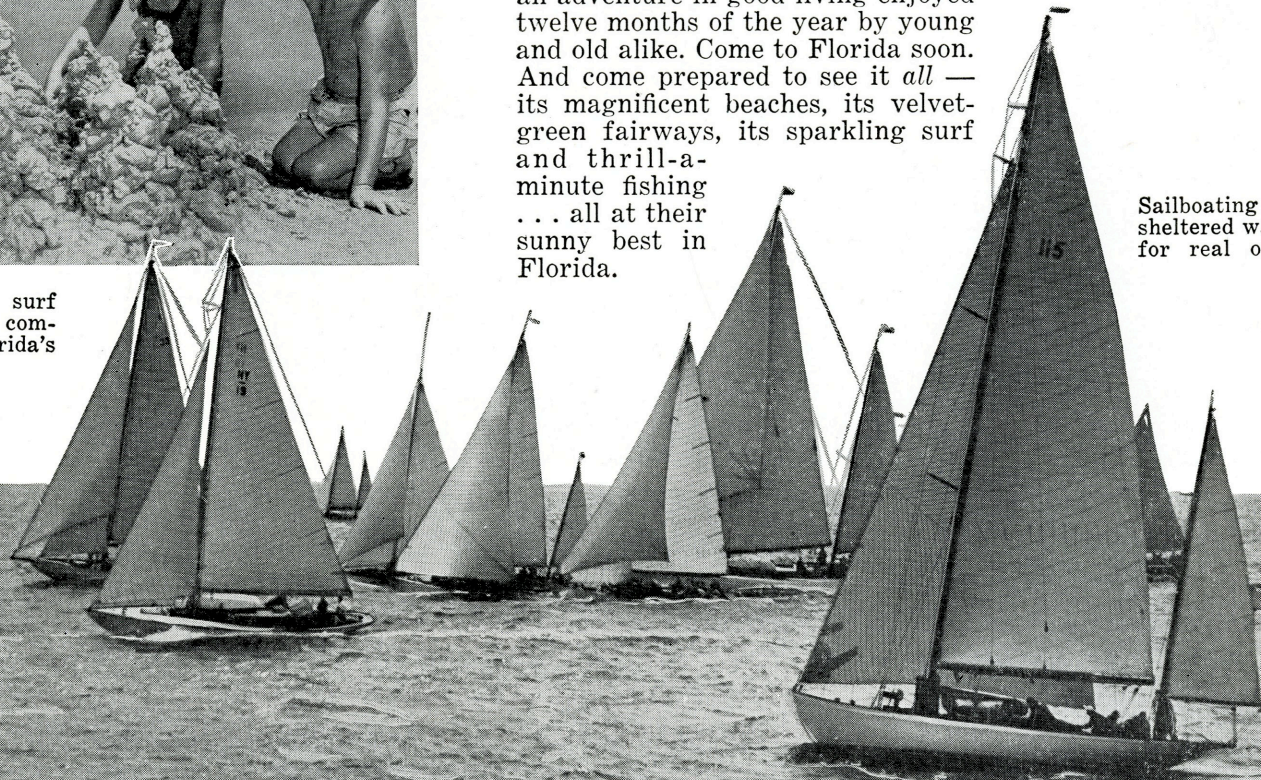


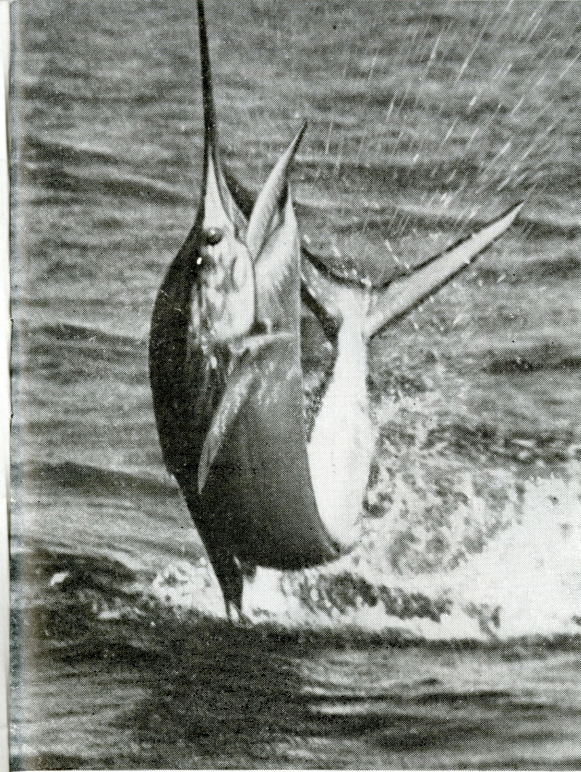


Sun, sand, and surf
— an unbeatable combination for Florida's children.

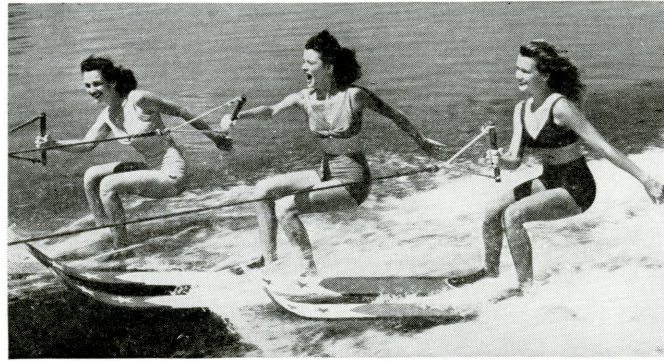
This is Florida — a vivid panorama of scenic wonders and attractions extending from one end of the state to the other, a happy vacationland where outdoor fun is always in season; an adventure in good living enjoyed twelve months of the year by young and old alike. Come to Florida soon. And come prepared to see it *all* — its magnificent beaches, its velvet-green fairways, its sparkling surf and thrill-a-minute fishing . . . all at their sunny best in Florida.

Sailboating on Florida's sheltered waters is tops for real outdoor fun.



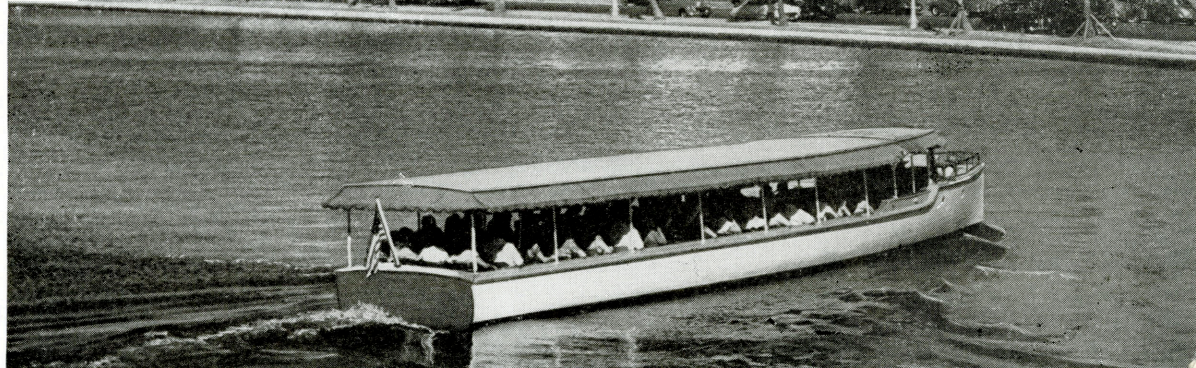


For spine-tingling action test your fishing skill in Florida's deep-seas or inland waters. With over 3,700 miles of coastline and more than 30,000 lakes and numerous rivers, you'll find that the fishing's fine where ever you drop your line in Florida.



Waterskiing — Florida's most spectacular aquatic sport—is at its best on Florida's crystal - clear waters.

You'll get a real close-up view of Florida's brilliant scenic attractions while sightseeing along its many colorful waterways.





Florida is the home of a number of world-famous Pool and Cabana Clubs. In settings such as this, visitors and residents alike enjoy days of sunny, blissful relaxation.





Florida's fine fishing waters contain more than 600 varieties of fish. First choice with fresh-water fishermen is the giant large-mouth bass. Salt-water anglers pit their skill against such spectacular performers as sail fish or the silver tarpon shown at right.





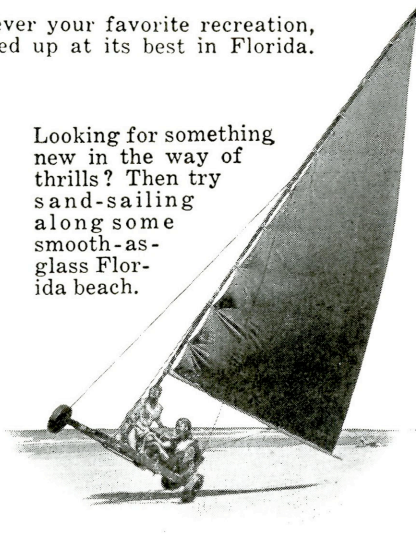
Archery, or whatever your favorite recreation, you'll find it served up at its best in Florida.



Horseback riding is one of Florida's most popular pastimes. There are mounts for hire, and plenty of beautiful riding country may be found in all sections of the state.



Looking for something new in the way of thrills? Then try sand-sailing along some smooth-as-glass Florida beach.

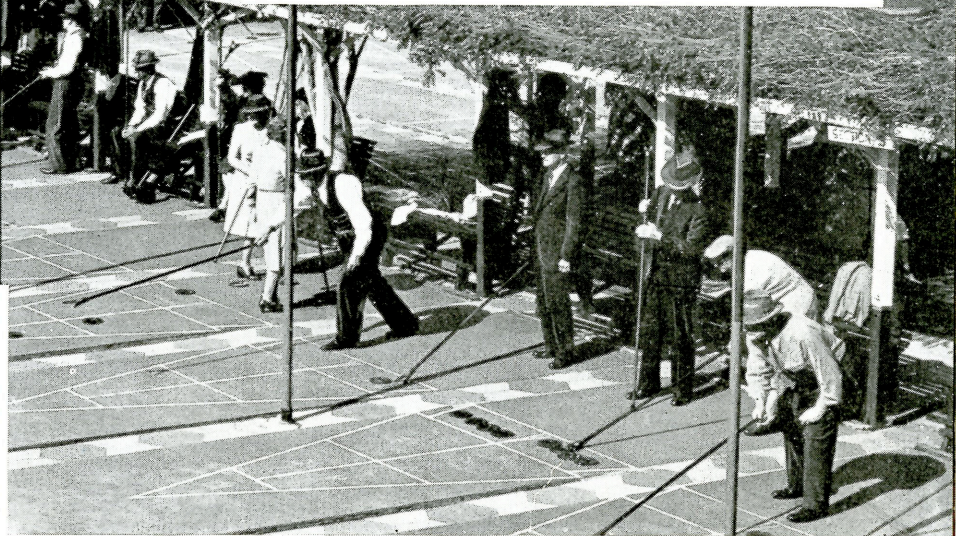
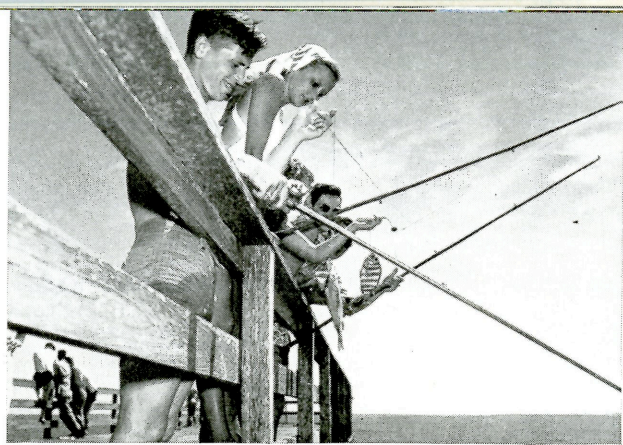
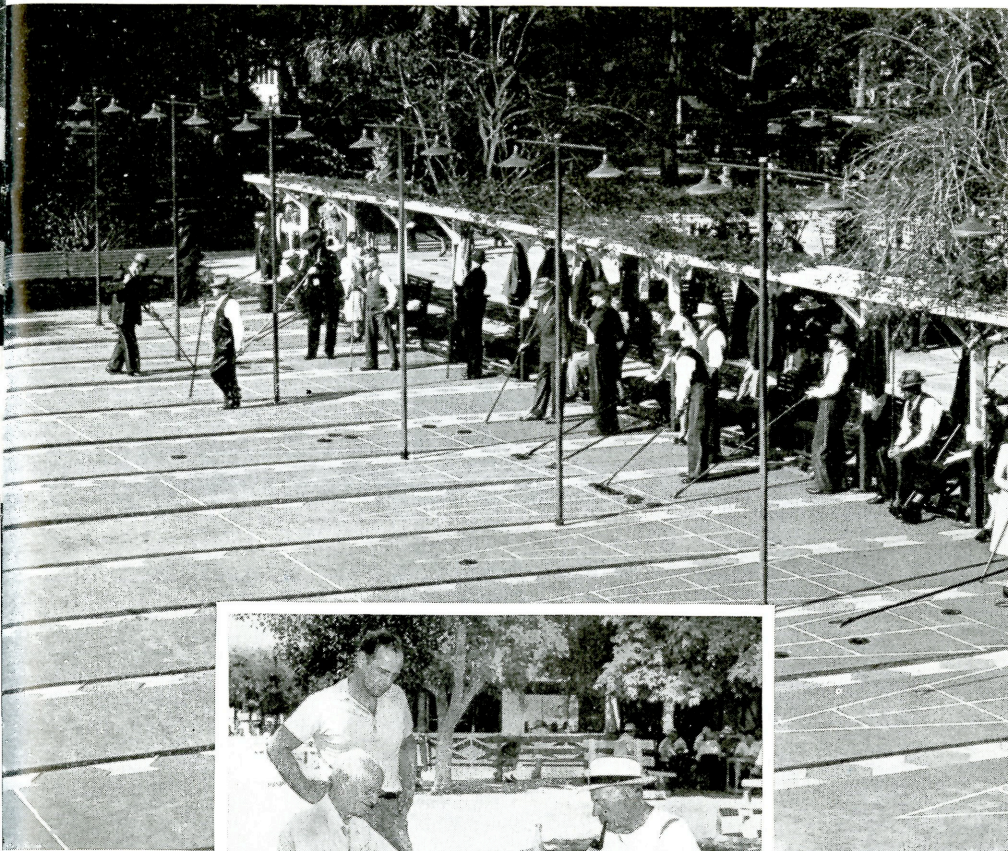


Florida offers hunters a wide variety of game; an unlimited choice of thrills.



For an extra helping of fun and adventure, take a look at Florida "behind the scenes." Cycling along Florida's fine roads and paths is a recommended way to explore its beautiful scenic by-ways.

You needn't spend money to enjoy your favorite sport. Florida has numerous public piers, bridges, and sea walls from which you can enjoy excellent fishing.



Florida abounds in parks and playgrounds where young and old alike may enjoy their favorite diversions, such as shuffleboard, checkers, horseshoe pitching, and many, many others,

Fun in the Sun wherever
you go, whether it's enjoying
your favorite active sport,
or leisurely exploring one of
Florida's brilliantly - colored
garden spots.

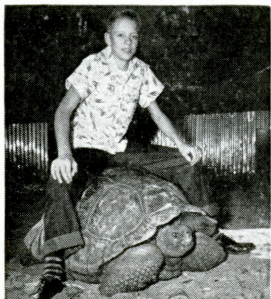




Golfing in Florida is an experience you won't want to miss. Each one of Florida's more than 120 golf courses is as enchanting to the eye as it is challenging to your golfing skill.



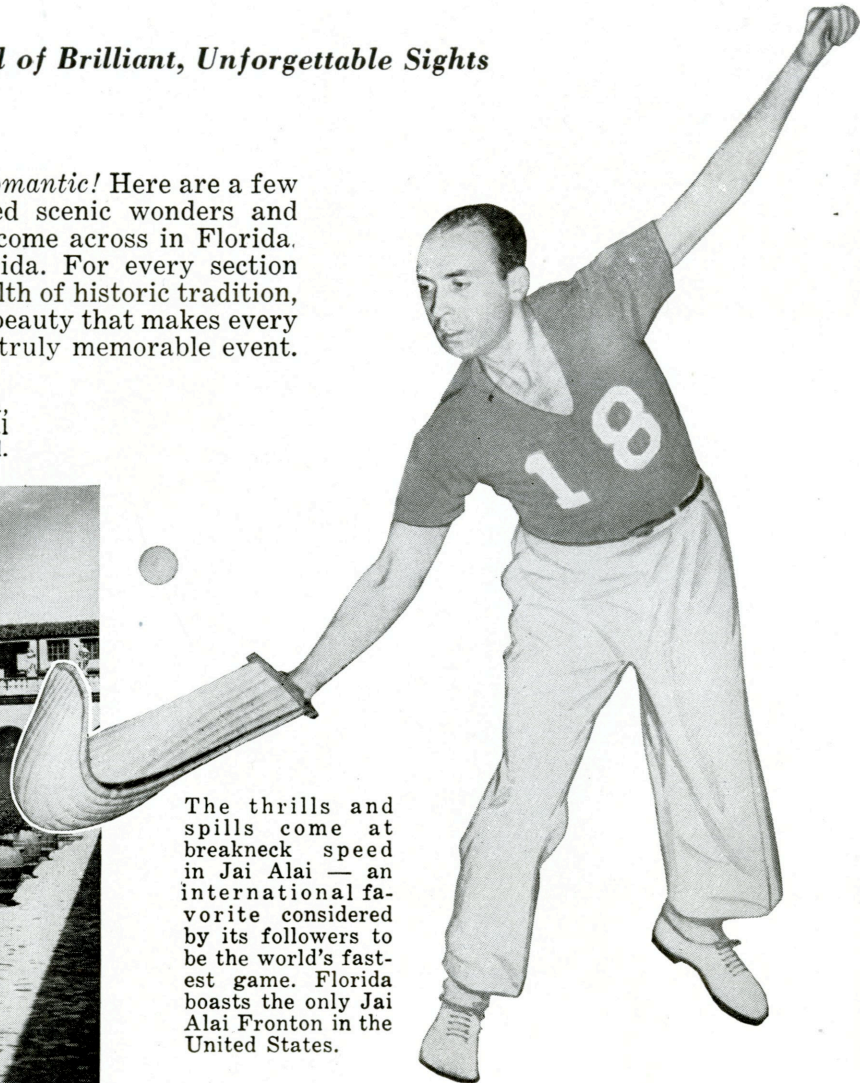
The rustle of soft breezes, the whisper of graceful palms, the enchantment of a Florida night . . . dancing under a mellow and romantic Florida moon is an unforgettable delight.



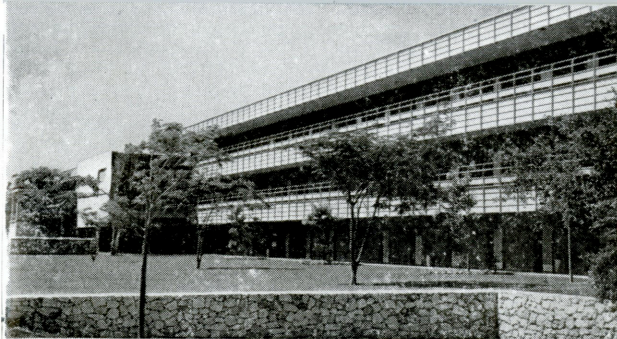
A World of Brilliant, Unforgettable Sights

Colorful, Exciting, Romantic! Here are a few of the many and varied scenic wonders and vivid attractions you'll come across in Florida. Plan to see all of Florida. For every section of the state boasts a wealth of historic tradition, and the kind of natural beauty that makes every moment of your stay a truly memorable event.

The Ringling Museum, owned and operated by the State of Florida, is a magnificent Byzantine structure. Here, in an inviting natural setting, is housed one of the finest art collections in the world.



The thrills and spills come at breakneck speed in Jai Alai — an international favorite considered by its followers to be the world's fastest game. Florida boasts the only Jai Alai Fronton in the United States.



The new and modern in Florida architecture fires the imagination with its bold and daring effects.

A guardian of the sea! One of the many picturesque light-houses along the coast of Florida, the longest shore line of any state in the United States.



Ideal for a family outing or for that welcome "break" in a day's driving, Florida's many inviting Wayside Parks have all the facilities required for preparing and enjoying anything from a quick snack to a complete meal.



Welcome to Florida! Florida's famed hospitality begins the moment you cross into the Sunshine State. At Welcome Stations such as this there are free orange juice and pretty attendants to help you along the right road to happy vacationing.





The Florida Seminoles, whose forefathers wrote one of the most dramatic pages in American history, have adopted some modern conveniences, but cling to many of their ancient ways and customs.

The Bok Singing Tower is one of Florida's most magnificent and imposing structures. Its famed Caril-
lonic concerts attract visitors from all over the world.



Relaxation is the keynote of any Florida vacation. Floridians know how to relax. Visitors soon learn.



Baseball is truly Florida's great pastime. Besides being the main spring training center for the major leagues, almost every community in Florida boasts its own professional or amateur "home" team.

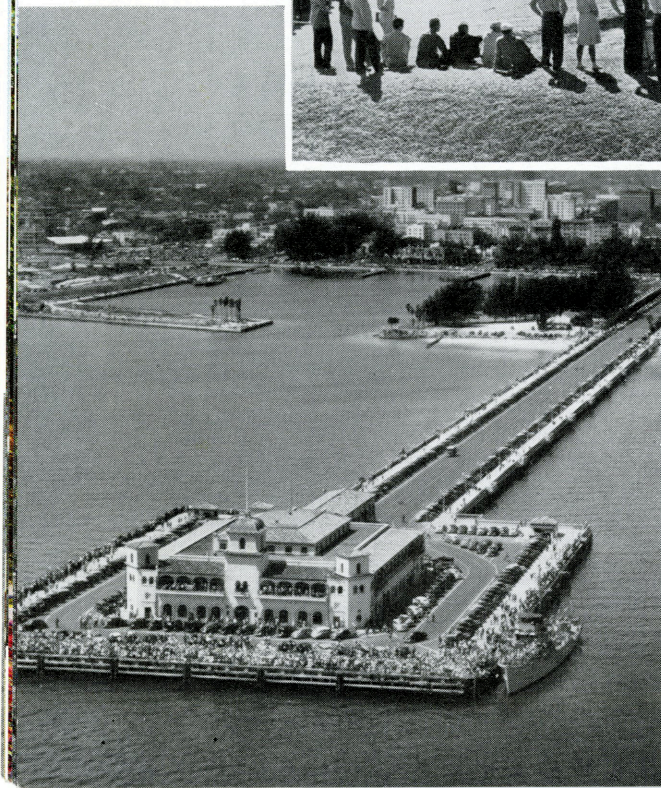
Florida not only leads the nation in citrus production, but in the quality and variety of its citrus products as well. A daily helping of Florida citrus is a good way to enjoy healthful Florida "sunshine" all year-round, no matter where you live.



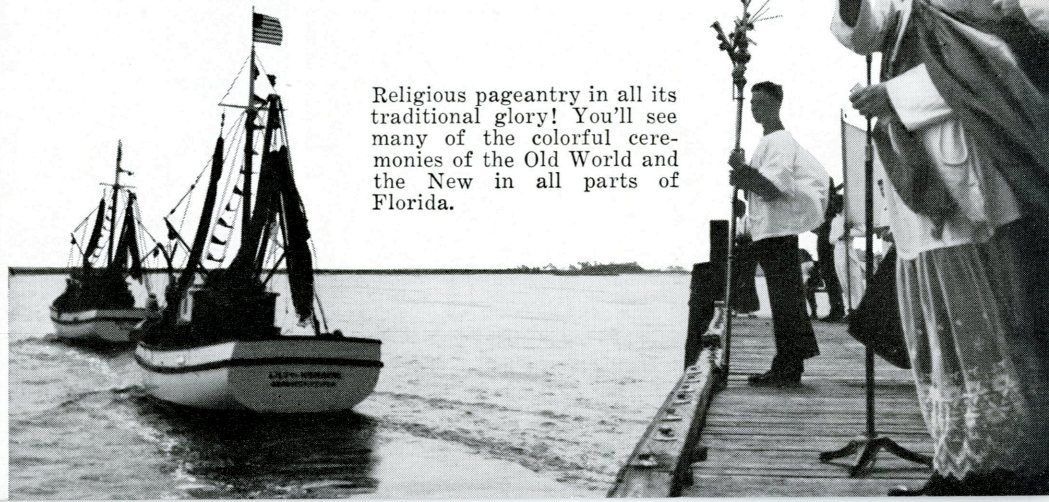
You've heard and read about Florida's many famed beauty pageants. Now see one of these colorful spectacles with your own eyes.



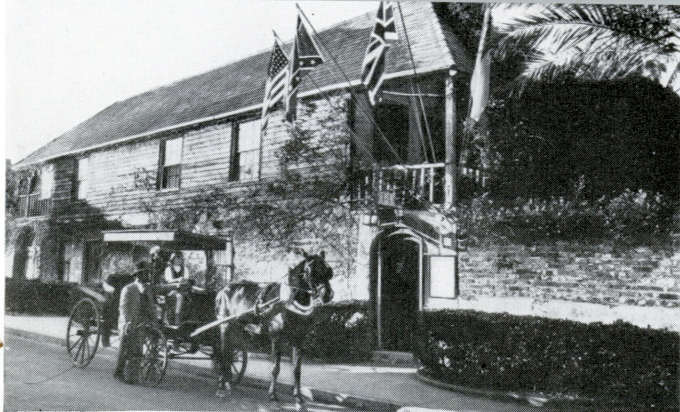
Top-rated amateur and "pro" golfers participate every year in Florida's schedule of nationally famous golf tournaments. Watch how it's done by the experts, or do it yourself. Either way you'll soon discover why Florida is called golfers' paradise.



One of Florida's beautiful public piers, the perfect setting for a day's relaxation.



Religious pageantry in all its traditional glory! You'll see many of the colorful ceremonies of the Old World and the New in all parts of Florida.



Rich in historic lore, Florida boasts a number of interesting landmarks such as America's oldest house.

A breathtaking vista of palms and sky like this can be found only in Florida.



The Sport of Kings at its colorful best! Florida's tracks are world famous, its meetings a "must" for any follower of this tradition-rich sport.



The parks of Florida constitute one of the state's most fascinating and rewarding attractions. Open to the public at present are nine of Florida's State Parks and the Everglades National Park — each a masterpiece of rugged beauty and natural grandeur. Besides preserving the wonders of prehistoric Florida, most of the parks listed below offer complete recreational and sightseeing facilities, and comfortable guest accommodations.

FLORIDA CAVERNS STATE PARK—*at Marianna*

FORT CLINCH STATE PARK—*near Fernandina*

GOLD HEAD BRANCH STATE PARK—*northeast of Gainesville*

HIGHLANDS HAMMOCK STATE PARK—*near Sebring*

HILLSBOROUGH RIVER STATE PARK
northeast of Tampa

HUGH TAYLOR BIRCH STATE PARK
on the ocean at Ft. Lauderdale

MYAKKA RIVER STATE PARK—*due east of Sarasota*

O'LENO STATE PARK—*south of Lake City*

TORREYA STATE PARK—*above Bristol*

and the

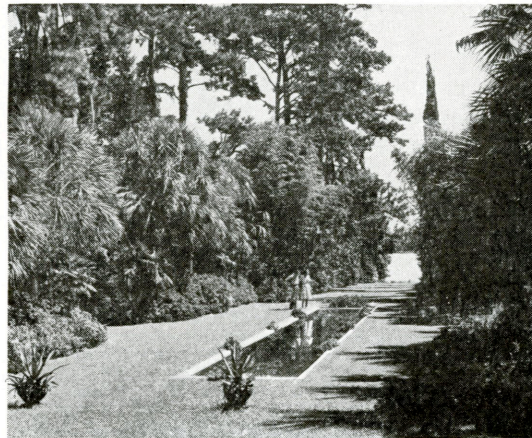
EVERGLADES NATIONAL PARK
at the southern tip of Florida





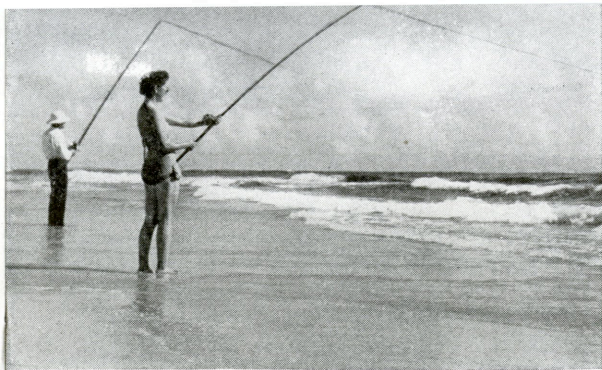
What better way to explore Florida's scenic delights than a family picnic? Wherever you travel, you'll find Florida ideally equipped for family fun, and the door wide open for you to join in.

Wherever you travel in Florida you'll find a world aglow with brilliant foliage, a panorama of exquisite gardens and other scenic wonders.



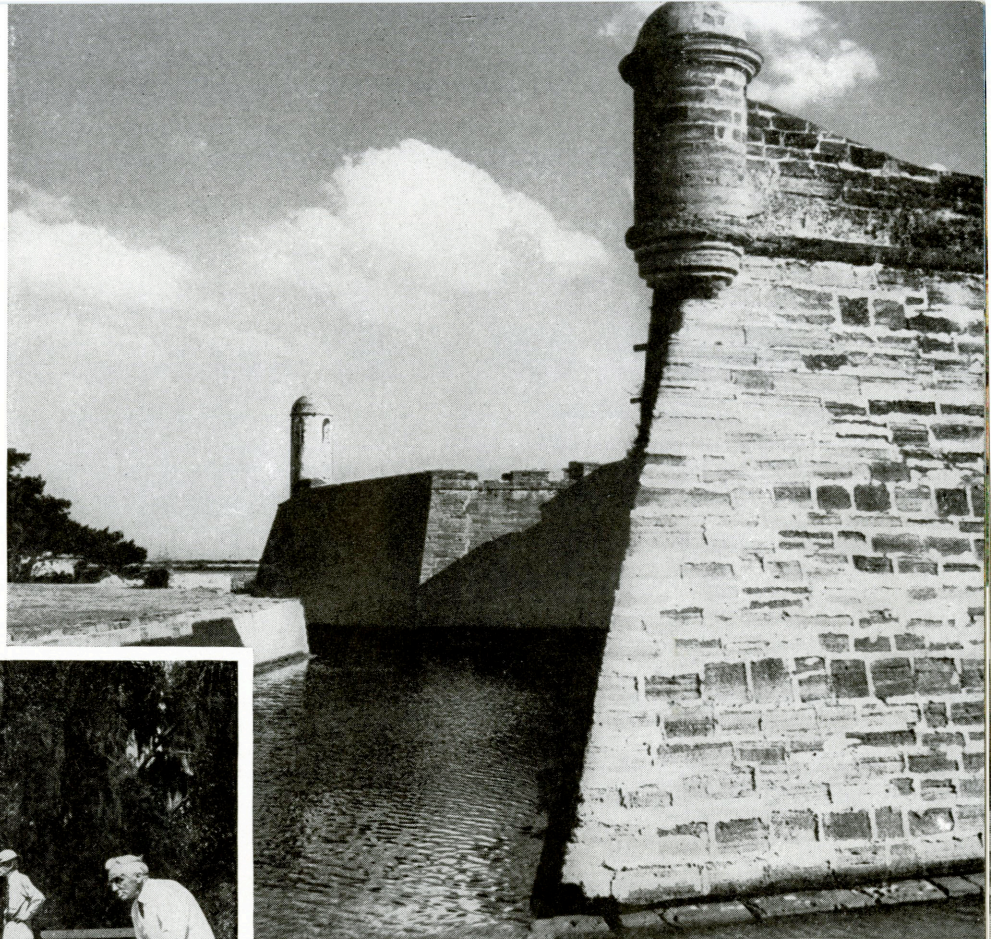
Whatever your taste in outdoor sports, you can indulge it to the full in Florida's ideal year-round climate. You can enjoy your own tennis game on one of the many fine public courts, for instance, or thrill to Florida's famous tennis tournaments, which attract top-ranking net players from all over the world.



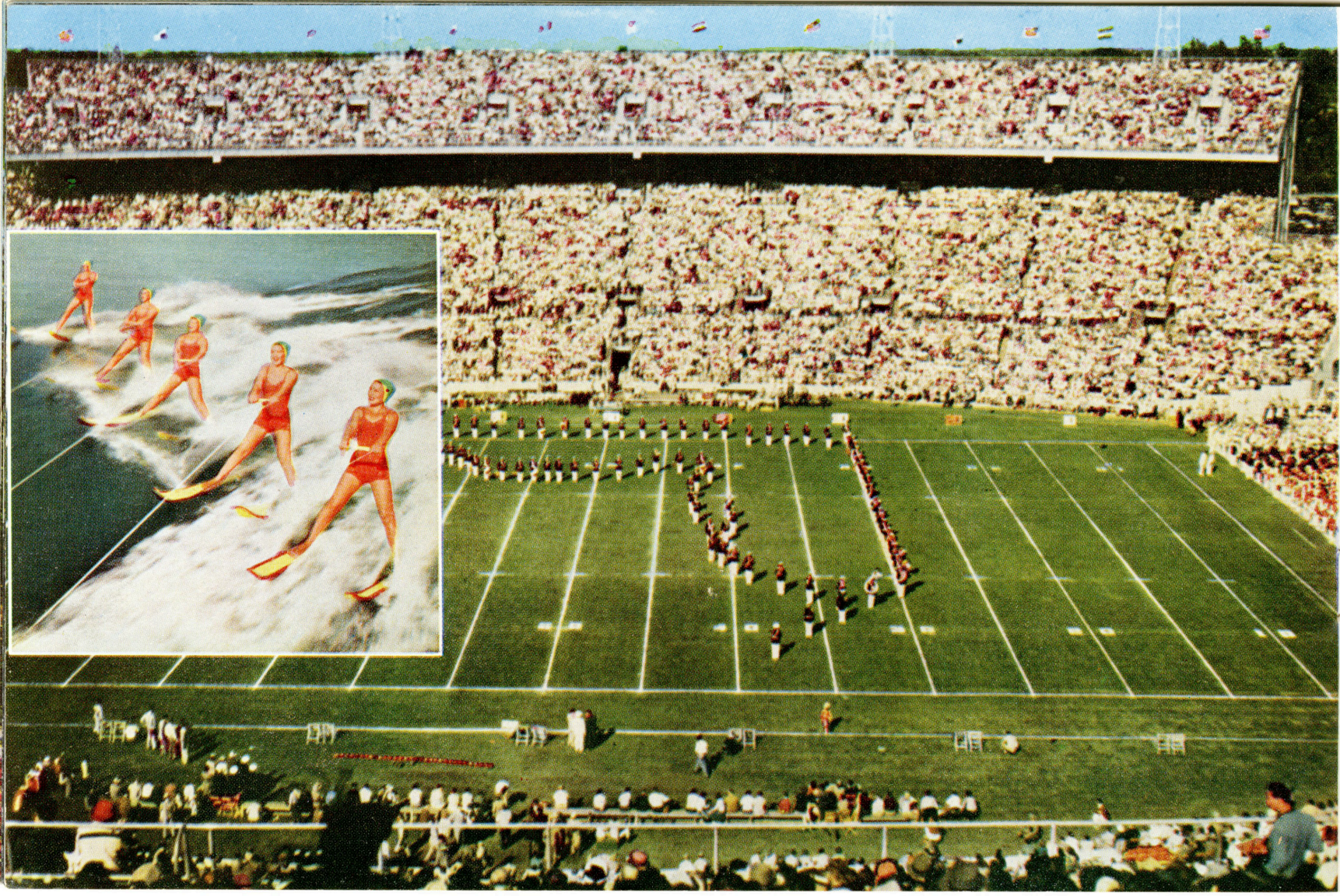


In Florida there's always a handy beach around to test your skill with a day of surf-fishing.

The oldest standing fortification in the United States, this historic structure has served under four flags, has played a stellar part in America's turbulent history.



Fun galore for every age and inclination. Lawn bowling, at left, is one exciting sport that knows no age limit.





Beauty and health are twin trademarks of the Florida way of life.

The Gasparilla Festival commemorates an exciting chapter in buccaneering history. Each year Florida presents more colorful pageants and spectacles than any other state in the Union.

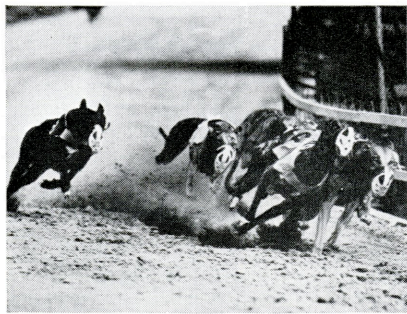


The Orange Bowl Festival (opposite) is one of the largest and most spectacular of Florida's celebrations — a 10-day program of exciting events climaxed by one of the nation's top grid classics.



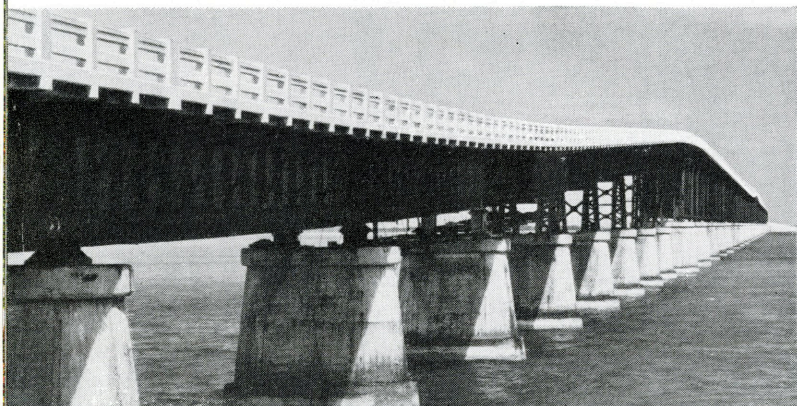


Long one of the nation's top cattle states, Florida's thrill-packed rodeos attract leading riders from all parts of the United States.



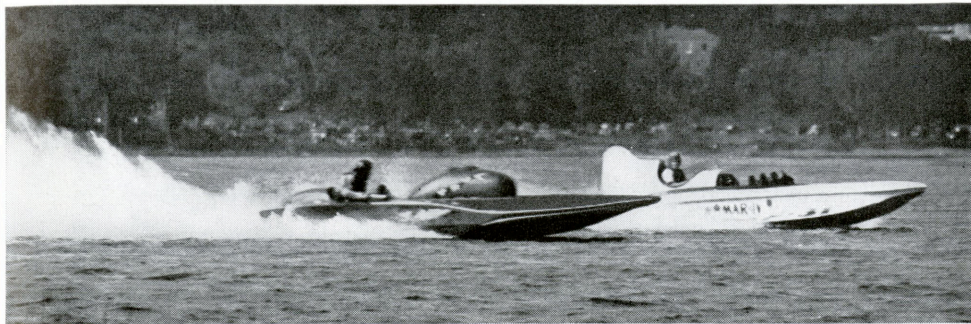
One of Florida's most popular spectator sports is dog racing, which is conducted according to legalized parimutuel rules.

Aquatic thrills and spills belong at the top of your Florida sightseeing list. Florida's exhibitions feature many of the world's greatest aquatic performers.

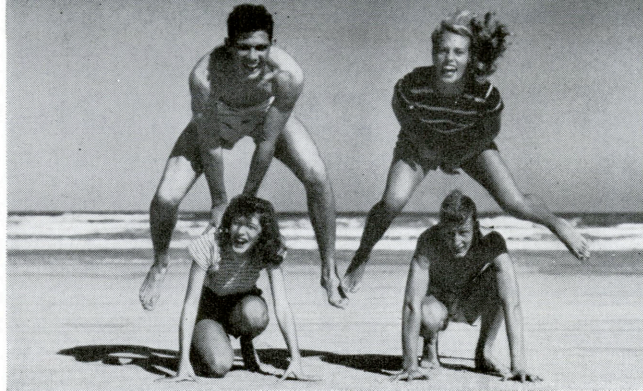


The Overseas Highway, which island-hops its way to sea for more than 100 miles, is truly one of the engineering marvels of the world.

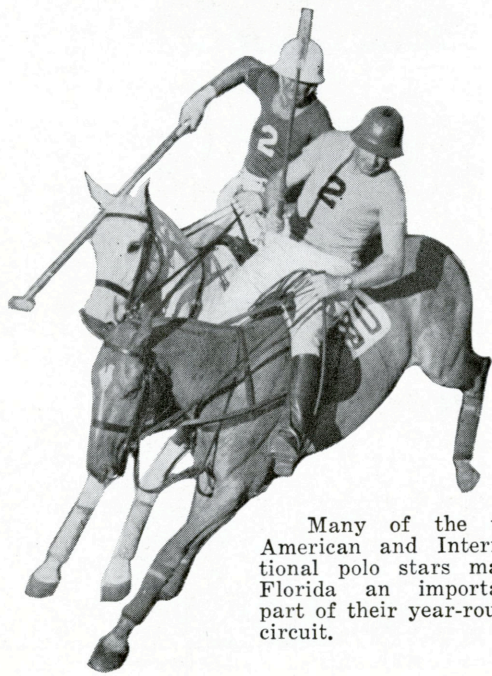




Champion speedboat pilots come from all over the world to race in Florida's superb waters. There are more speedboat races held and more world's records broken in Florida than anywhere else in the world.



Play or relax as the mood suits you. Florida's magnificent beaches are spacious enough to accommodate all without crowding.



Many of the top American and International polo stars make Florida an important part of their year-round circuit.

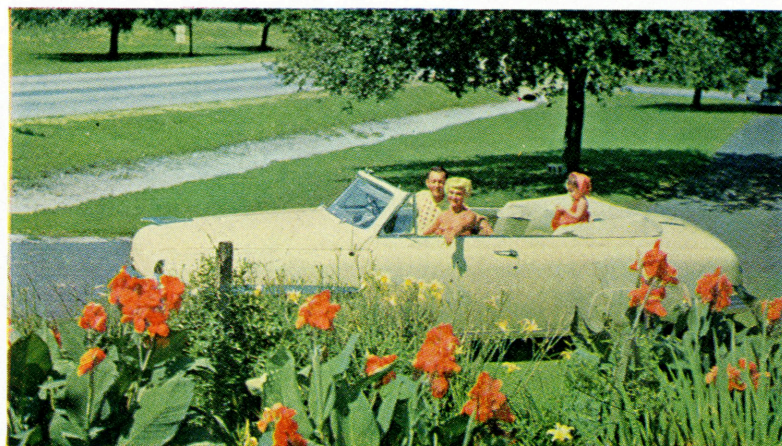


All sections of the state compete throughout the year for the honor of presenting the most brilliant and imaginative spectacles and pageants.



A riot of color! Here are just a few of the vivid, unforgettable sights that highlight every day of your stay in Florida. Visit all of Florida — see it all — for a vacation time you'll remember a lifetime.

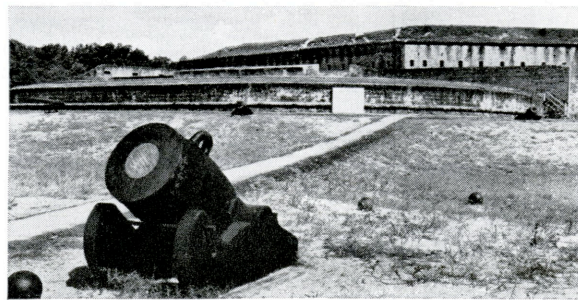
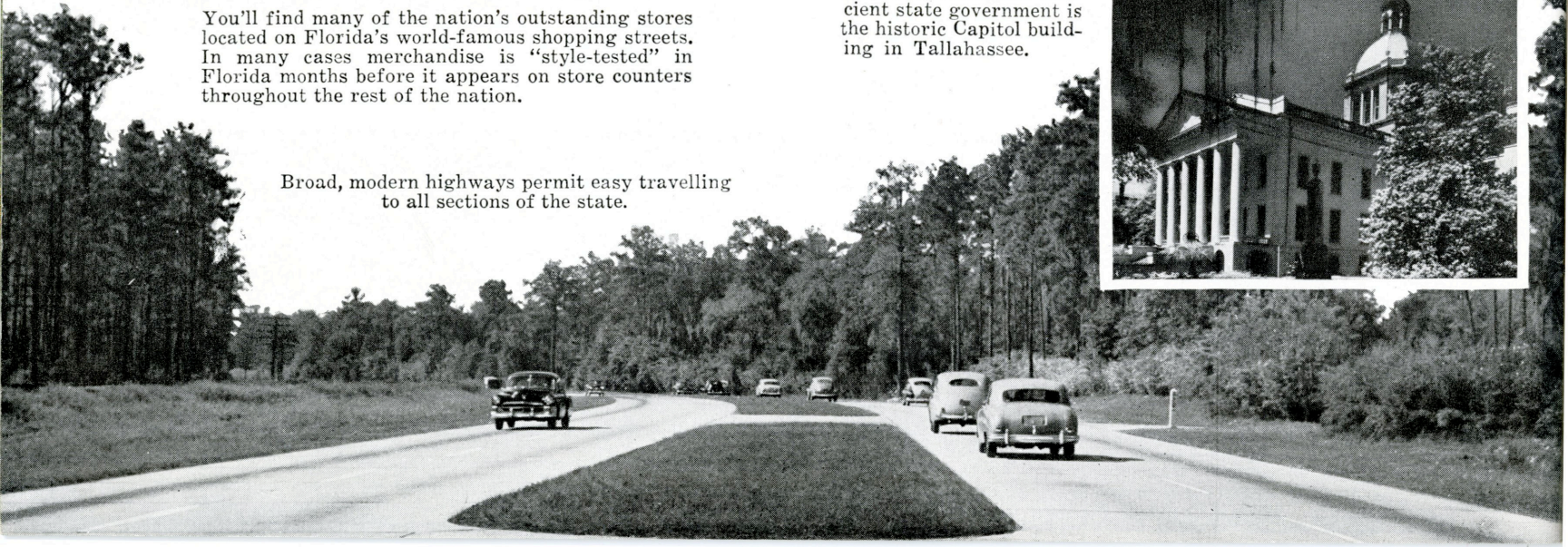






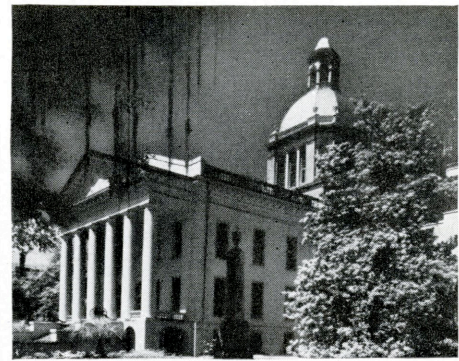
You'll find many of the nation's outstanding stores located on Florida's world-famous shopping streets. In many cases merchandise is "style-tested" in Florida months before it appears on store counters throughout the rest of the nation.

Broad, modern highways permit easy travelling to all sections of the state.



Fort San Carlos and Fort Barrancas—twin symbols of Florida's colorful and romantic past.

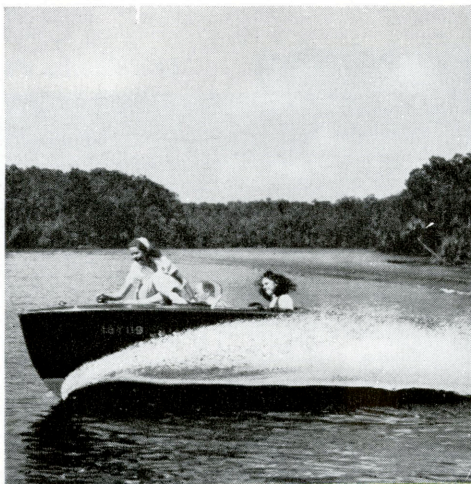
Heart of Florida's efficient state government is the historic Capitol building in Tallahassee.



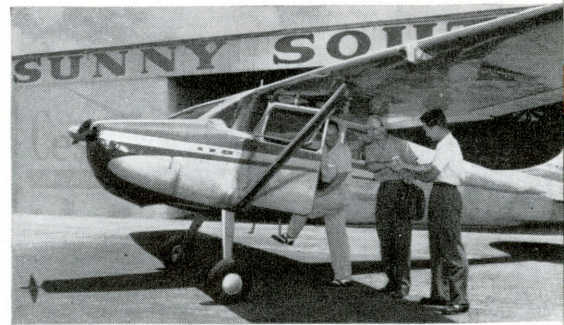


Thousands of veterans enjoy the health-restoring benefits of Florida's ideal climate in Veterans' Hospitals such as this.

Boating is fun on Florida's scenic waters.



No other vacation spot in the world offers such a brilliant array of after-dark diversion. Florida's well-known clubs, theatres, and other attractions offer entertainment fare suitable to every taste and inclination.



Floridians and visitors take to the air! Good year-round flying weather, the absence of high mountain peaks, make Florida ideal flying country for private and commercial planes.

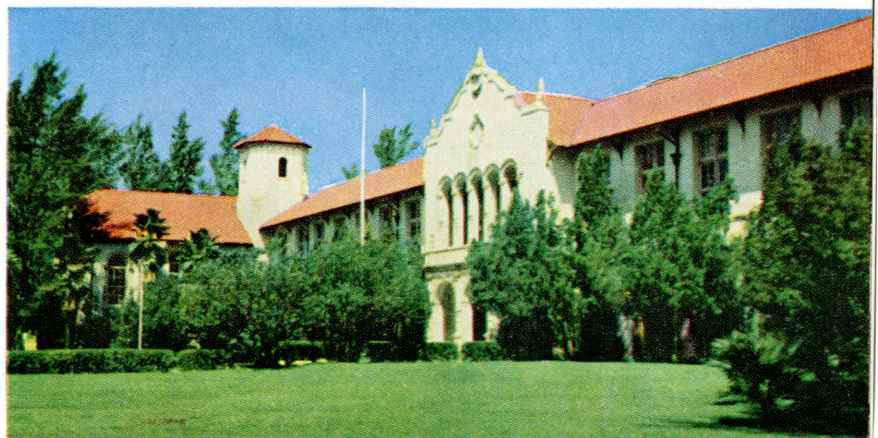


Pictured on this page are just a few of the many fine up-to-date hotels, apartments, homes, motor courts, and trailer camps whose excellent facilities assure days of homelike comfort wherever you go in Florida. With more than 138,000 units available, Florida offers ample accommodations in any size and price-range required.





Florida's schools and colleges rank among the best in the nation. Most of Florida's elementary and high-schools offer free tuition and books, while college and university tuition fees are generally lower than those which prevail elsewhere.





Miami



Pensacola

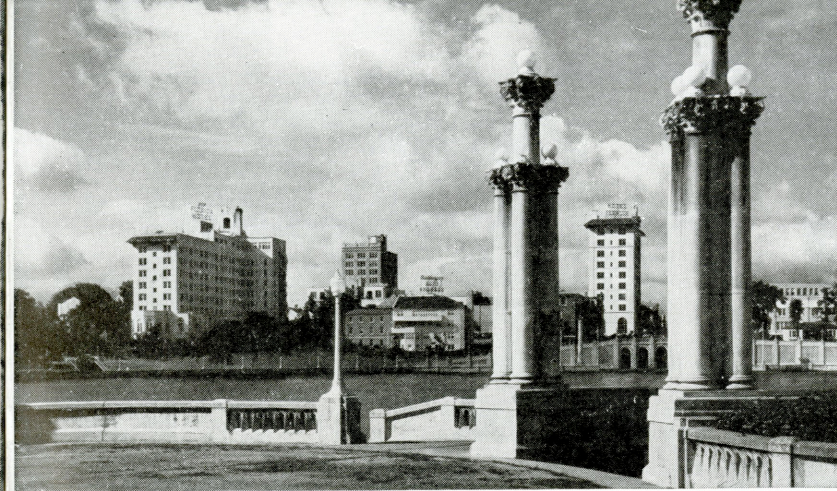
A FEW OF THE OUTSTANDING

Jacksonville

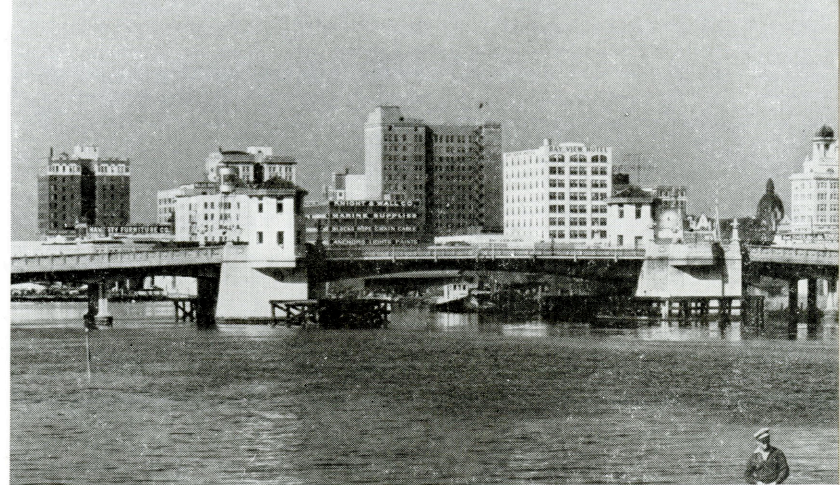


W. Palm Beach





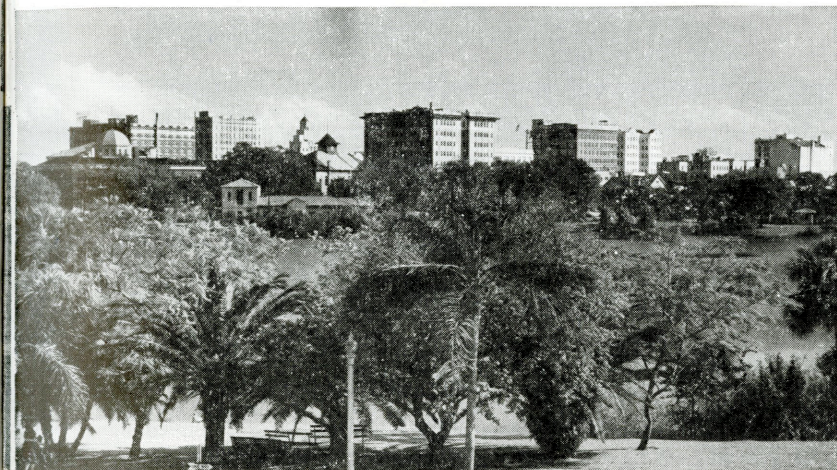
Lakeland



Tampa

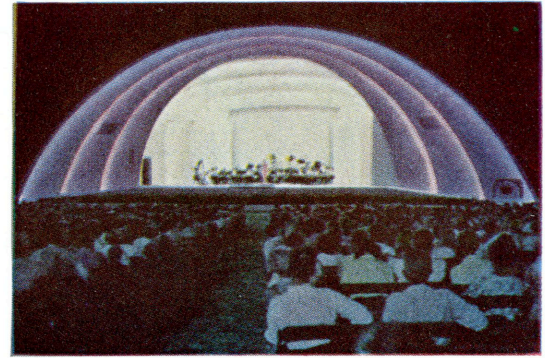
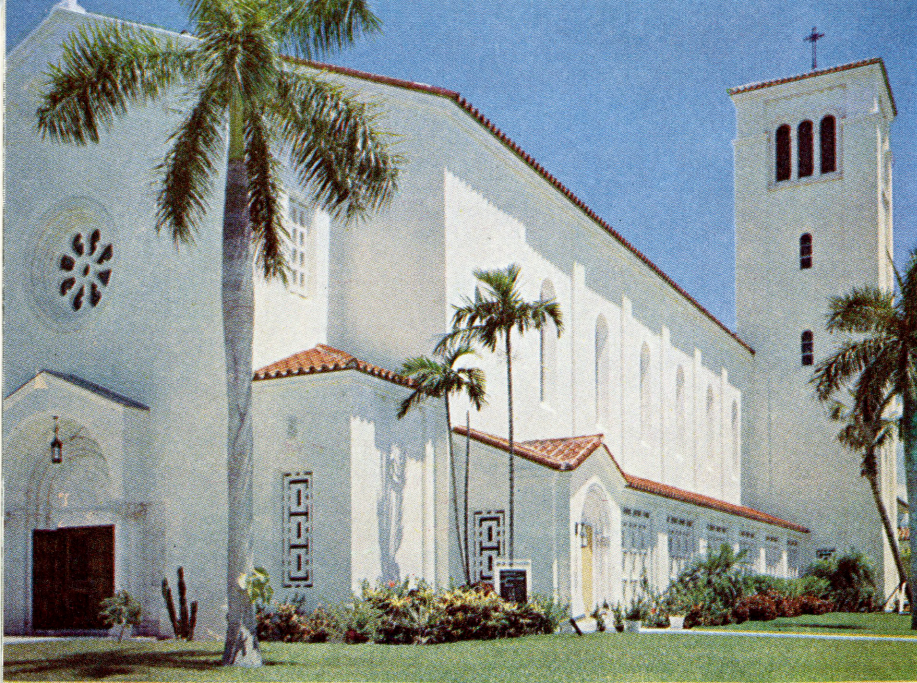
SKYLINES OF FLORIDA...

St. Petersburg

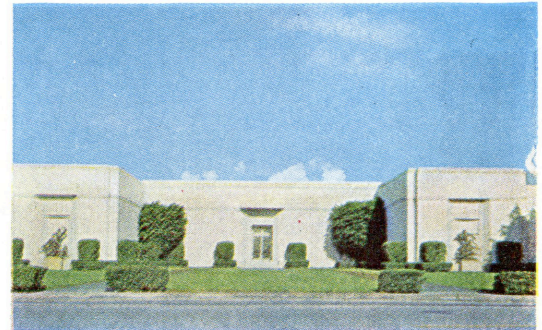


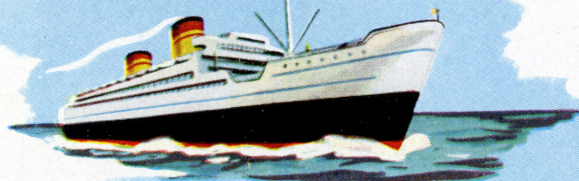
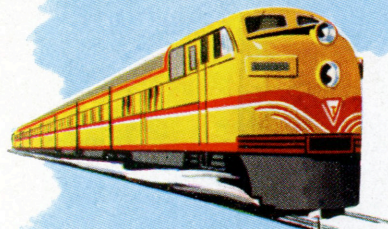
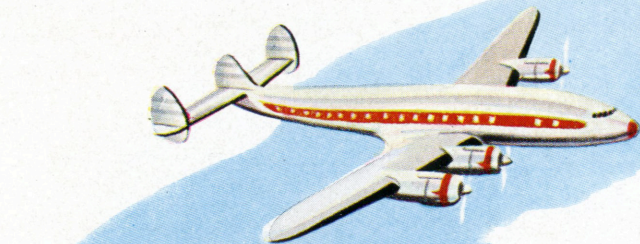
Orlando



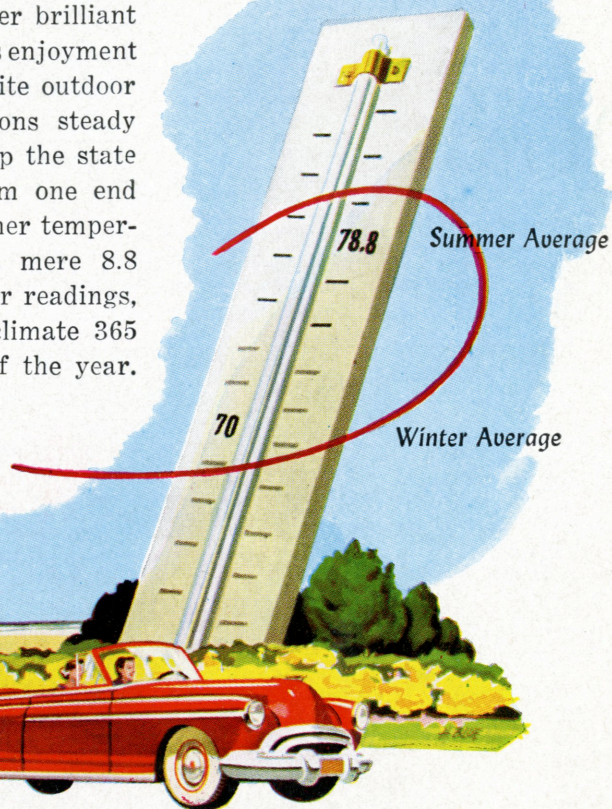


Florida offers limitless opportunities for cultural and spiritual development. There are fine libraries, churches, concert halls, auditoriums, and art galleries located in every section of the state.





Florida's climate is consistently delightful the year around. In winter brilliant sunshine permits enjoyment of every one of your favorite outdoor recreations. In other seasons steady ocean and gulf breezes keep the state comfortably air-cooled from one end to the other. Average summer temperatures in Florida vary a mere 8.8 degrees from normal winter readings, assuring perfect climate 365 days and nights of the year.



There's something special about Florida—something extra and wonderful that enhances every golden moment! In part, it's unique surroundings . . . things to see and do like nowhere else in America. Partly, it's friendly people . . . anxious for you to like Florida . . . going out of their way to help you enjoy it. But mostly it's a fabulous sense of well-being . . . a relaxed but excited, easy yet stimulated mood which says, "*This is Florida*" . . . and surrounds each light-hearted moment with that Golden *Florida* Glow!



Florida State Advertising Commission
1951

Welcome to Florida

All Year
Vacation Land



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FABULOUS FLORIDA

WARM in Winter!...COOL in Summer!

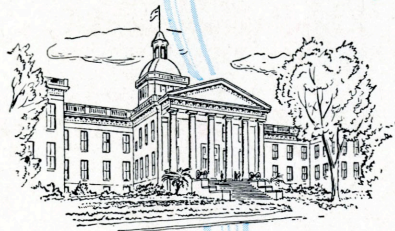


Florida is a paradise for wild life, with many rare, exotic birds, wild turkey, duck, and geese, and abundant game. More than 600 varieties of fish crowd Florida's lakes, streams, canals, bays, and off-shore waters.





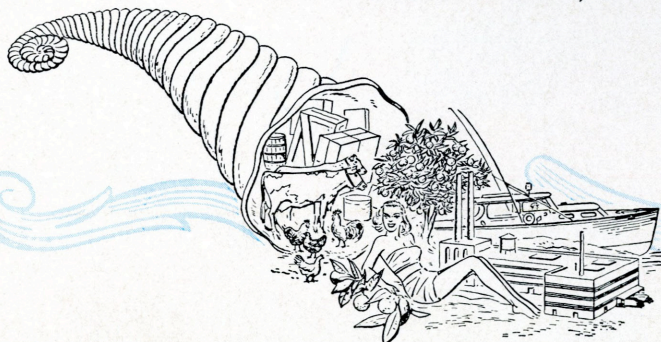
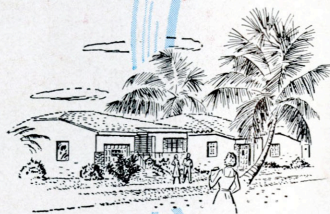
A Message from the Governor



Florida — greatest recreation area in the world — is moving ahead in almost every direction. Its population is growing faster than that of any state East of the Rocky Mountains. Its growing economy is reflected by the high standard of living and the rising income enjoyed by its citizens. And the communities and the rural areas of this great state adhere to the finest traditions of American life.

I urge you to take a good look at all of Florida. Meet its friendly people, enjoy its unsurpassed climate, its splendid resort facilities and attractions, and its unlimited opportunities for rest and relaxation. I am certain that if you do this you will return again to visit, or to live.

FULLER WARREN, *Governor*

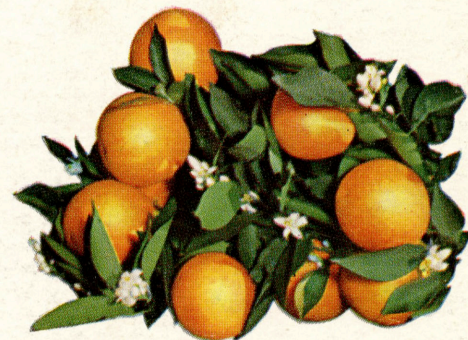




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FLORIDA STATE LIBRARY

Florida



All-Year Vacation Land

[1951?]

